Marketing FOOD in Alberta

an access directory

Alberta
AGRICULTURE

91-03334/

SOURCES CANADIAN GROCER AUGUST 1988
CANADIAN GROCER FEBRUARY 1989
CANADIAN GROCER APRIL 1989

Directory

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Minister's Message for the Alberta Access Directory

The food and beverage processing industry is one of Alberta's most prosperous and dynamic economic sectors. The industry is made up of some 350 processors, ranging from small, family-operated firms to large corporations employing hundreds of people. These businesses generate close to $4.5 billion in revenue annually, while creating thousands of jobs for Albertans, and encouraging investment in our province.

An ability to expand and diversify in response to market demands is vital to the continued success and growth of the processed foods industry in Alberta. This is the essence of effective marketing, and the ultimate objective of Alberta Agriculture's Marketing Sector.

Alberta Agriculture's Marketing Sector knows that the key to the successful marketing of food products in Alberta is a solid understanding of the marketplace, its distribution channels, buyer expectations, key contacts, and industry procedures. This information can help businesses build a solid base of satisfied customers and maintain a competitive, progressive outlook.

As part of our effort to help provide this vital information to the province's food and beverage processing industry, Alberta Agriculture brings you the latest edition of "Marketing Food in Alberta: An Access Directory". We hope you will find this reference guide a useful tool in your future marketing and manufacturing efforts.

Ernie Isley
Minister of Agriculture

Shirley McClellan
Associate Minister of Agriculture

Marketing FOOD in Alberta

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AGRICULTURE

Introduction

This directory is designed to serve as a guide to obtaining knowledge about the Alberta marketplace and how to achieve marketing objectives. It is intended to act as a reference with a list of information provided by the trade for manufacturers entering the market for the first time and/or those wishing to expand product lines within Alberta.

Compiling such a resource directory is an ongoing process of constant revisions. Keeping this information current, therefore, is possible only with input from all sectors within the industry. If something has been overlooked, or is in need of updating, please let us know at:

"Alberta Access Directory"
c/o Market Development Division
Alberta Agriculture
7000 - 113 Street
Edmonton, Alberta
T6H 5T6

Phone: (403) 427-4241
FAX (403) 422-9746
Telex 037-2029
Cable AGINTLMKTG

Date: Information as of March, 1990

MARKETING SECTOR - ALBERTA AGRICULTURE

The Marketing Sector of Alberta Agriculture consists of two divisions, the Market Developmen. Division (Executive Director, Cliff Wulff, 427-4241) and the Marketing Services Division (Director, Dennis Glover, 427-3166). Together these divisions provide Alberta marketers of agricultural commodities and processed food and feed products a full spectrum of marketing consultative and financial assistance.

MARKET DEVELOPMENT DIVISION

The Market Development Division provides consultative and financial assistance to agricultural producers, processors and marketers, and technical and consulting services in responding to opportunities in the marketplace - whether they be in Alberta, Canada, or the world. The division is responsible for the development and implementation of programs and services aimed at facilitating successful domestic and export sales of agricultural commodities, processed foods and feed products.

MARKETING SERVICES DIVISION

The Marketing Services Division is responsible for working with the food processing, livestock, grains, oilseeds, and special crops industries on infrastructure development, technology transfer, market readiness and business planning and development. The division develops, co-ordinates and implements services and support programs to assist in bringing commodities and products to the marketplace.

Alberta Food and Beverage Industry
Market Profile

Alberta's food and beverage industry has reached an age of increasing diversity and prosperity. Years past have seen food and beverage industry sales run a consistent second behind the total cash receipts from Alberta's farms. Recently, however, the gap between the sales of these two sectors' has tightened. 1988 saw the valued shipments of processed foods and beverages overtake the $4.3 billion farm cash receipts total, shipping approximately $4.5 billion worth of goods.

Although much of this food and beverage sales volume was comprised of the three traditional primary sectors of beef, dairy products, and cereal grains, more movement toward secondary processed products has been seen in the last few years than ever before. More and more, the producer/processor is finding that he/she must turn to further processing, thereby creating enhanced, value added products, to meet these demands.

Because there is a direct correlation between this increased movement toward value added products and consumer demand, successful marketing lies in:

1. Paying close attention to the consumer.
2. Using what is learned from the consumer to drive marketing and manufacturing efforts, thereby satisfying a demand, not creating one.

In other words, the successful producer/processor will ensure that he/she is closely in tune with the market and properly respond to it.

The key to keeping oneself in tune to market demands is using sound techniques in market research. The three basic goals of market research are:

1. Identifying opportunities
2. Planning to take advantage of these opportunities.
3. Evaluating performance and progress

Market research should also supply manufacturers with consumer profile information necessary for new product presentations and developments, including:

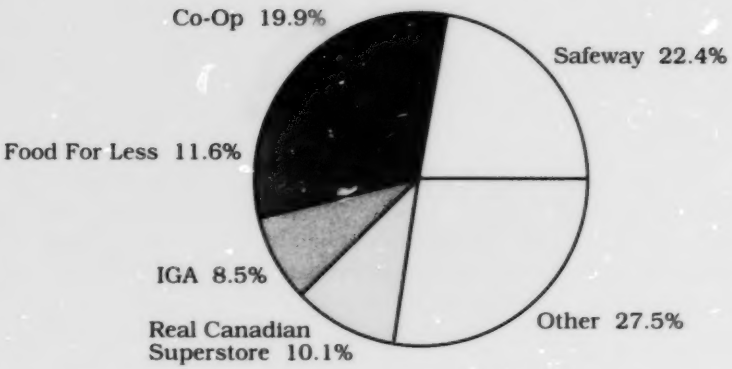
- product development
- pricing

- advertising
- distribution
- market segmentation and demographics
- product positioning
- frequency of product brand use by package size and price
- consumer awareness of product brands
- packaging
- name/logos
- consumer behaviour information, including:
- in and out of home use
- impulse versus planned purchases
- occasion on which product is purchased
- how consumers use the product
- who in the household actually purchases the product
- what product characteristics are important to the consumer, for example, packaging, pricing, quality

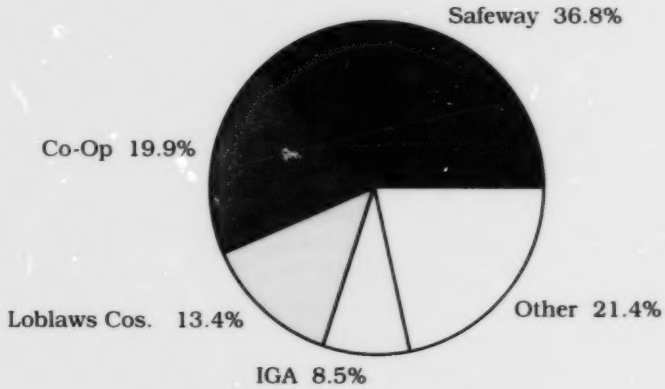
Marketing FOOD in Alberta

Alberta
AGRICULTURE

ALBERTA



The "Top Five Retail Outlets"
1988 Share of Trade by Region



The "Top Four Distributors"
Share Trends by Region

Buyers

The following list of retailers and wholesalers provides both company and contact names as well as insights into the company's buying procedures, interrelationships, and special services.

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ALLWEST SUPERMARKETS
(Retail)

CALGARY OFFICE: 7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT: Director, Retail Operations: Bob Mills

STORES: 4 in Calgary, 1 in Drumheller

BUYING PROCEDURES: Contact the General Manager for AllWest stores and appropriate Associated Grocer buyers as listed in the directory, they will pass buying information through the appropriate channels. Both AllWest and Associated Grocers are involved in the purchasing decision.

ASSOCIATED GROCERS LTD.

(Wholesaler/Distributor)

HEAD OFFICE:

7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT:

President: Steve Vanderleest Senior
Vice President: Don Larkins
Vice President, M.I.S. Susan MacKinnon
Vice President Operations: Brent Sugden
Marketing Manager: Wayne Merrit
Produce Manager: Bruce Green
Purchasing Manager: Lynn Imler
Meat Buyer: Don McKenzie
Manager, Foodservice: Bob Boetjer
Director, Retail Operations: Bob Mills
Director, Special Projects: Bob Hindle
Allwest Merchandiser: Jack Nixon
Producer Buyers: Paul Thomas
Owen Fike
Produce Merchandiser: Wayne Marriot

DIVISIONS:

(food related)
Associated Cash and Carry
Associated Produce
Associated Foodservice

STORES:

650 in total in Alberta and British Columbia

Associated Grocers provides a full range of retailer services and has a cash-and-carry outlet.

BUYING PROCEDURES:

Lynn Imler is responsible for all warehouse buying.

For new product presentations and listings contact the appropriate buyers first, except for locally grown produce, contact Mr. Green and for meat contact Mr. McKenzie directly.

For advertising and merchandising to members stores contact W. Merrit.

New products are usually put on 60-90 day trial to establish a market for new product.

BLINDMAN VALLEY FOODS

(Wholesaler/Distributor - Foodservice)

HEAD OFFICE:

R. R. #1
Red Deer, Alberta
T4N 5E1
(403) 346-0636

MANAGEMENT:

Sales and Purchasing Manager: Jocelyn Halvorsen

SERVICES:

This company offers distribution services of foodservice items mainly associated with the pizza restaurant business. The main market area is Red Deer and the company is currently expanding into Calgary and Edmonton.

BRIDGE BRAND FOOD SERVICES LTD.

(Wholesaler/Distributor - Foodservice)

HEAD OFFICE:

1802 Centre Avenue N.E.
Calgary, Alberta
T2E 0A6
(403) 235-8555
FAX: (403) 272-5911

HEAD OFFICE MANAGEMENT:

President: Michael Tamagi
Vice President: Mel Tamagi
Vice President: Fred Tamagi
Secretary-Treasurer: Robert A. Russell
Senior Merchandising Manager: Donna Hannah
Grocery Merchandising Manager: Garry Williams
Frozen Food Merchandising Manager: Norm Gerault
Produce Merchandising Manager: Terry Lindemann
Beverage Systems Merchandising Manager: Kevin Power
Non-Food Merchandising Manager: Larry Dunn
Meat and Seafood Specialist: Michael Price
Sales Manager: Gord Wilhelm
Producer Buyers: Calgary - Darryl Tamagi
- John Gheron
Edmonton - Bryan Liddell

EDMONTON BRANCH:

7027 Girard Road
Edmonton, Alberta
T6B 2C4
Phone: (403) 468-4256
FAX: (403) 466-3171

Manager: Al Beesley

RED DEER REGIONAL SALES OFFICE:

#1, 7429 - 49 Avenue
Red Deer, Alberta
T4P 1N4
Phone: (403) 343-3478

Sales Manager: Rick Dippel

BUYING PROCEDURES: For new product presentations, contact the appropriate department manager in the Calgary Head Office. Bridge Brand is flexible in their approach to the kind of support you may offer.

Bridge Brand services the following areas: Edmonton, Red Deer and Central Alberta, Calgary, Banff/Lake Louise, Lethbridge and Southern Alberta.

C.W. BOONE & CO. LTD.

(Wholesaler/Distributor - Foodservice)

(Division of Horne & Pitfield Foods Ltd.)

HEAD OFFICE:

9350 - 48 Street
Edmonton, Alberta
T6B 2R3
(403) 468-4333
FAX: 468-4345

MANAGEMENT:

Branch Director: Don Starrett
Buyers: Jan Jacobsen & Ken Kline
Assistant Director: Jim Graham

BUYING PROCEDURES:

To obtain a listing for your foodservice product, contact Buyers.

With their own sales force, this company services foodservice accounts in Edmonton and throughout Alberta, using Horne & Pitfield warehouse facilities, as well as their own located in Edmonton and Calgary.

CALGARY CO-OPERATIVES ASSOCIATION LIMITED

(Retail)

HEAD OFFICE:

8818 Macleod Trail South
Calgary, Alberta
T2H 0M5
(403) 253-0345

MANAGEMENT AT HEAD OFFICE:

President and Chairman of the Board: Bruno Friesen
Chief Executive Officer: Gerry Kiehl
Vice President, Marketing: Howard Baum
Vice President, Operations: Darwin Flathers
Consumer Counsellor: Marilyn Clark
Consumer Counsellor: Susan Spicer
District Manager: Steve Ramsay
District Manager: Roy Brown
District Manager: John Taylor

MARKETING OFFICE:

2005 - 8500 Macleod Trail South
Calgary, Alberta
T2H 2N1
(403) 238-3884

MANAGEMENT AT MARKETING OFFICE:

Food Marketing Manager: Bob Illingsworth
Grocery Marketing Manager: Jorgen Laursen
Produce Marketing Manager: Stuart Job
Meat Marketing Manager: Ken Swaby
Advertising Manager: Gerry Thompson

STORES:

Calgary Co-op operates 13 stores, 12 in Calgary, and one in Strathmore. It functions independently of other co-operative organizations.

BUYING PROCEDURES:

To obtain a new listing or make a change in your listing, contact the respective marketing managers. Buying decisions are made at a weekly meeting which also includes M. Clark and W. Marcolin from Federated Co-op. M. Clark, the Consumer Counsellor, will test your product in the

Co-op kitchen. Once your product is listed with Calgary Co-op, it is stocked by their wholesaler, Federated Co-op Ltd.

Produce items are wholesaled and distributed by Scott National and purchasing decisions are made in conjunction with the Calgary branch office of Scott National.

B. Illingsworth is also responsible for products purchased for the Calgary co-op cafeterias. Your individual advertising arrangements should be made with the marketing managers, who in turn, co-ordinate all advertising with Gerry Thompson.

CANADA SAFEWAY LIMITED
(Retail)

CORPORATE OFFICE: P.O. Box 864, Station "M"
47th Floor, West Tower,
Petro Canada Centre
150 Sixth Avenue S.W.
Calgary, Alberta
T2P 2J6
(403) 260-8600

President & Chief Executive Office: Robert H. Kinnie
Vice President, Corporate Merchandising: Martin R. Cox
Corporate Merchandising Co-ordinator: James C. McCulloch

CALGARY DIVISION: P.O. Box 640, Station "M"
535 Tenth Avenue
Calgary, Alberta
T2P 2J4
(403) 294-6600

Vice President, Division Manager: Henry R. Rempel
Retail Operations Manager: Emil Krein
Grocery Merchandising Manager: Bill Sexsmith
Meat Merchandising Manager: Fidel Stephensen
Produce Merchandising Manager: Paul Turner
In-Store Bakery Merchandising Manager: Clark Mechan
Advertising Manager: Colin Rose

STORES: 40, including Safeway, Food For Less, and Woodward's.

EDMONTON DIVISION: P.O. Box 430
16011 - 116 Avenue
Edmonton, Alberta
T5J 2K2
(403) 453-6300

Vice President, Division Manager: John Whyte
Retail Operations Manager: Wally Urichuk
Grocery Merchandising Manager: John Goetz
Meat Merchandising Manager: Tom Hodgins
Produce Merchandising Manager: Alex Runge
In-Store Bakery Merchandising Manager: Jim Larock
Variety Merchandising Manager: Bernie Zolner
Pharmacy Co-ordinator: Barry Peachment
Advertising Manager: Richard Ulmacher

STORES: 50, including Safeway, Food For Less and Woodward's

BUYING PROCEDURES: All buying is centralized through the respect division offices. To present new items, contact the appropriate Merchandising Department Manager.

THE DAIRY

(Wholesaler/Distributor - Foodservice)

HEAD OFFICE:

#1. 390 McAlpine Crescent
Fort McMurray, Alberta
T9H 4B1
Phone: (403) 743-2892
FAX (403) 743-5304

MANAGEMENT:

Manager, President: Glen Young
Vice President: Tom Skjonsberg
Secretary: Ron Ulliac
Sales: Glen Fagman

SERVICES:

"The Dairy" concentrates mainly on foodservice distribution for the Fort McMurray area and for surrounding camps, providing a full line of food products. The company is presently distributing for G.H. Woods, Canada Dry and the Northern Alberta Dairy Pool (Nu-Maid Milk) and is interested in expanding into other food lines.

BUYING PROCEDURES:

Contact Ron Brown or Glen Young for listings.

EDMONTON CO-OPERATIVE ASSOCIATION LTD.

(Retail)

HEAD OFFICE: 12725 - 82 Street
Edmonton, Alberta
T5E 2S9
(403) 473-7880

SENIOR MANAGEMENT: President: John Melicher
Vice President: Andrea Rogers
General Manager: A. J. (Arnold) Schneider
Food Marketing Manager: Gordon Chorley

STORES: Edmonton Co-op operates five stores

BUYING PROCEDURES: To obtain a listing, contact the Food Marketing Manager. Once your product is listed with Edmonton Co-op, it is stocked by their wholesaler, Federated Co-operatives Ltd.

FEDERATED CO-OPERATIVES LTD.

(Wholesaler/Distributor)

HEAD OFFICE:

401 - 22 Street East
Saskatoon, Saskatchewan
S7K 3M9
(306) 244-3311

SENIOR MANAGEMENT: Food Manager: Al Muir

ALBERTA REGIONAL OFFICES:

Federated Co-operatives Ltd. is a wholesale operation distributing to 94 stores throughout Alberta, including the Calgary Co-op and Edmonton Co-op stores.

CALGARY

2626 - 10 Avenue N.E.
(403) 272-4081
Food Manager: Platon Werbicky
Meat Buy: Erick Lix

EDMONTON

14404 - 128 Avenue
(403) 454-2441
Food Manager: Stan Sawatzky
Meat Buyer: Luke Webbnick

BUYING PROCEDURES: If you wish to deal with the Calgary and Edmonton Co-ops you must obtain a listing with their buyers (see directory). Then your product will be stocked by Federated Co-op, unless you deliver direct to the store.

The branch food managers are responsible for forwarding all listing information to the Saskatoon head office. In most cases the products listed with the Calgary or Edmonton Co-op are the ones listed for the rural co-op stores.

The retail co-ops are owned by their consumer members and the co-ops, in turn, own Federated Co-operatives Ltd., their supply house.

There are more than 200 products bearing the Co-op and Harmonie label which Federated distributes to the retail co-op stores.

Interprovincial Co-operatives Limited, with its operational office in Mississauga, Ontario, handles the procurement of Co-op and Harmonie items.

FERRARO'S LIMITED

(Retail)

Operating as Super Valu

ALBERTA OFFICE:

1427, 1632 - 14 Avenue N.W.
Calgary, Alberta
T2N 1M5
Phone: (403) 289-0226
FAX (403) 282-9677

Mailing Address:
P.O. Box 3956 Station "B"
Calgary, Alberta
T2M 4M5

MANAGEMENT:

Vice President: George Wood
Grocery Merchandiser: Lorne Parisotto
Meat & Deli Merchandiser: Garry Baron
Produce Merchandiser: Dieter Schulz
Bakery Merchandiser: George Wood

STORES:

Calgary	2
St. Albert	1
Lethbridge	1

BUYING PROCEDURES: All buying is co-ordinated by the Calgary office merchandisers, as listed. George Wood also co-ordinates the advertising. Once a listing is established, Super Valu requests that it be listed with their wholesaler, Western Grocers.

FOOD CITY HOLDINGS LTD.

(Retail)

HEAD OFFICE:

Food City Supermarket,
Food City Wholesale
#232, 5401 Temple Drive N.E.
Calgary, Alberta
T1Y 3R7
(403) 285-8115

MANAGEMENT:

President: Henry Chow
Secretary-Treasurer: Verna Chow
Vice President Operations: Johnny Chu
Vice President Marketing: Barry Chow
Vice President Research and
Development: Wallace Chow
Grocery Buyers: Elwood Threlfall
Cheryl Harrington
Shannon Tenhaaft
Produce Buyer: Ken Ng
Meat Buyer: Barry Knowles

GROUP OPERATION:

Food City Wholesale:

- now is operating and servicing Food City Supermarkets.
- Food City Supermarkets operates 7 supermarket stores in Calgary and 1 in Lethbridge;
- 1 planned for Red Deer by end of this year;
- not related to Food City stores in Ontario.

BUYING PROCEDURES:

For new product presentation and listing contact the appropriate buyer, except new accounts contact John Chu or Barry Chow.

For Retail Stores - merchandising and advertising contact Johnny Chu for arrangements.

No product will be considered without presentation form and samples.

THE GROCERY PEOPLE LTD.

(Wholesaler/Distributor)

HEAD OFFICE:

14505 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
(403) 453-2361
FAX: (403) 455-0872

MANAGEMENT:

President: Jim Crawford

RETAIL OPERATIONS

Vice President Retail Operations: Garry Crane
Director, Store Management: Gary Gagnon
Manager, Retail Services: Willie Balla
Manager, Advertising: Colin Dodd

WHOLESALE OPERATIONS

Division Manager, Wholesale Services: Brian Zamisky
Manager, Cash & Carry Operations: Terry Soderberg
Non-Food Sales Manager: Calvin Adams
Manger, Meat Program: Bob Mammel
Purchasing Manager: Gene Cancause
Buyers: Linda Chrzanecki, Tony Koks, Chris Mitchell, Jerry Oselies, Kathy Taylor-Kok, Joan Zyp

STORES:

Alberta	232
N.W.T.	16
Yukon	21
B.C.	16
Saskatchewan	5
	290

GROUPS OPERATED:

Super "A" Foods:	27 stores
Bigway Foods:	30 stores
TAGS:	27 stores
Non Banner Member Stores:	206 stores

BRANCH OPERATIONS: The Grocery People Ltd. operates a branch operations in Kamloops and 3 Cash & Carry Outlets – Edmonton, Lloydminster and Camrose, offering a rounded-out service to convenience stores, general stores and institutional buyers.

BUYING PROCEDURES: To obtain a listing, contact the Buying Department for grocery items, Mr. Haryett for produce and Mr. Mammel for meat. Brian Zamisky is responsible for overall buying decisions, retail grocery and food service.

THE GROCERY PEOPLE LTD., FOOD SERVICES DIVISION

(Wholesaler/Distributor - Foodservice)

HEAD OFFICE:

13232 - 170 Street
Edmonton, Alberta
T5V 1M7
(403) 447-2300
FAX: (403) 447-1676

MANAGEMENT:

Vice President, Food Services and Produce Division: G.K. (Gabe) Keller
Product Manager: Wayne Haryett
Sales Manager: Jeff Lemmen

BUYING PROCEDURES:

To obtain a listing for your foodservice product, contact the Buying Department.

The Grocery People Ltd. will assist you in launching your product by distributing advertising flyers to their customers. The company presently has ten sales people.

This division handles the market area from Red Deer north into B.C., N.W.T., and Saskatchewan; servicing all types of hotels, restaurants and institutions.

HORNE & PITFIELD FOODS LTD.
(Retail)

HEAD OFFICE:

12831 - 163 Street
Edmonton, Alberta
T5J 2G9
(403) 447-1470
Produce FAX: (403) 447-1926

Mailing:
Box 10, Edmonton, Alberta T5J 2G9

MANAGEMENT:

President: W. A. Wagner
Vice President, Wholesale: J. M. Stanton
Vice President, Retail: M. G. Lindgren
Vice President, Procurement: J. M. Freeman
Vice President, Finance: D. W. Mellor
Vice President, Merchandising: T.G. Van der Weide
Sales Manager: Jim Graham
Director of Procurement: Brian Caney
Director Meat Operations: R. McKee
Director Advertising: D. Clark
Director Produce: C. Schur
Director Merchandising: D. Perusini
Director Real Estate: R. Daley
Director Convenience Group: R. Boychuk
Produce Buyer: Blair Bashaw

STORES:

419 in total; in Alberta, B.C., Saskatchewan, N.W.T.

GROUPS OPERATED:

IGA
MM - Much More
Triple S
Red Rooster
Mayfair

Horne & Pitfield offers a full retail service program, including advertising programs.

Horne & Pitfield also services about 200 non-group customers.

CASH & CARRY:

The company has eight cash and carry warehouses; Edmonton (4), Calgary (2), Lethbridge (1), Fort McMurray (1)

BUYING PROCEDURES: For all requests for new items, new sizes, special packs or point-of-purchase displays, contact B. Leonard at the head office. New product presentations should also be made to B. Caney for grocery, dairy, frozen; R. McKee for meats and C. Schur for produce items and to the advertising, retail and wholesale operations staff as they are involved in the buying decision meetings.

It is advised to follow up on a regular basis with the branch buyers once you obtain your listing.

If your product is for a local market only, contact the local branch wholesale buyer. That person in turn contacts B. Caney for approvals. Many test markets are handled this way.

For listings in the cash and carry warehouse, contact D. Starrett in Edmonton.

BRANCH OFFICES:

Red Deer
4756 Riverside Drive
P.O. Box 490
(403) 346-4145
FAX: (403) 340-3095
Manager and Buyer: D. Ostapowich
Buyer: Bonnie Parenteau

Calgary
7704 - 30 Street S.E.
P.O. Box 5185, Station A
(403) 279-4483
FAX (403) 279-5402
Manager: Dennis Allen
Grocery Buyer: J. Maki
District Manager, Retail: Wally Lepp
Produce Buyer: Darrel Falk

Medicine Hat
702 Industrial Avenue S.E.
Box 459
(403) 527-3377
FAX 529-5590
Manager and Buyer: P. Cavalier
Buyer: Kyle Wagner

St. Paul
5129 - 50 Avenue
Box 249
(403) 645-4624
FAX 645-3119
Manager and Buyer: Harvey Smith
Buyer: Roger Lakusta

Grande Prairie
8930 - 111 Street
(403) 532-7098
FAX 538-4618
Manager and Buyer: Bill Nelson
Buyer: Steven Harding

Peace River
P.O. Box 580
(403) 624-2578
FAX 624-1934
Manager and Buyer: T. Coffin
Grocery Buyer: Karen Miller
Produce Buyer: Joe Schmyr

Edmonton
12910 - 156 Street
P.O. Box 2266
(403) 447-1470
FAX 447-2761
Manager: C. Cooke
Head Buyer: Keith Lambert
Produce Buyer: Al Mathison
Produce FAX 447-1814

HULL'S FOODS

(retail)

HEAD OFFICE: Suite 401, 11456 Jasper Avenue
Edmonton, Alberta
T5K 0M1
PHONE (403) 483-2300
FAX (403) 482-7483

MANAGEMENT: President: Bruce Hull
Head Buyer: Allen Wasylyshyn

STORES: 4 in total: 2 in Edmonton, 2 in Calgary

BUYING PROCEDURES: Contact Allen Wasylyshyn in Edmonton or David Culbertson in Winnipeg to obtain listings.

I & S PRODUCE LTD.

(Wholesaler/Distributor - Foodservice)

HEAD OFFICE:

8007 - 127 Avenue
Edmonton, Alberta
T5C 1R9
(403) 478-3451
FAX 473-7395

MANAGEMENT:

President: Jack Iwabuchi
Vice President: Robert Iwabuchi
General Manager: Richard Pidwerbeski
Sales Manager: Doug Casbeer
Grocery, Frozen Food Buyer and Promotions: Robert K. Iwabuchi
Produce Buyer: Sat Maruyama

SERVICES:

Combined with its vegetable processing facility, I & S Produce also provides wholesale distribution of fruits and vegetables, grocery lines and frozen products to foodservice accounts.

BUYING PROCEDURES:

For new product presentations, contact R. Iwabuchi. He would then consult with the general and sales managers of the company. Sales presentations are made on Friday afternoons. Advertising flyers are mailed to foodservice customers. As with all foodservice distributors, your promotional efforts and detailing with accounts to create a demand will influence listings, and, in turn, sales.

INDEPENDENT WHOLESALE LTD.

(Wholesaler/Distributor)

HEAD OFFICE:

10326 - 107 Street
Edmonton, Alberta
T5J 1K3
(403) 423-4446

MANAGEMENT:

Manager: Steve Hucul
Buyer: John Hucul
Buyer: E. Krupka

BUYING PROCEDURES: Contact J. Hucul for new product presentations.

Independent Wholesale does not carry fresh meat or produce. The company distributes mostly in the Edmonton area to independent retailers, institutions, drug stores and hotels.

MACDONALDS CONSOLIDATED LTD.

(Wholesaler/Distributor)

(Subsidiary of Canada Safeway Ltd.)

CORPORATE OFFICE: P.O. Box 864, Station "M"
47th Floor, West Tower,
Petro Canada Centre
150 Sixth Avenue S.W.
Calgary, Alberta
T2P 2J6
(403) 260-8673

MacDonalds Operations Manager, Canada: Ken Tremells

CALGARY: P.O. Box 640, Station "M"
215 - 42 Avenue S.E.
Calgary, Alberta
T2P 2J4
(403) 287-3080
FAX (403) 243-1528

Wholesale Operations Manager: Elroy Herman
Produce Merchandising Manager: Paul Turner

EDMONTON: P.O. Box 430
13940 Yellowhead Trail
Edmonton, Alberta
T5J 2K2
(403) 455-3111
FAX 453-7665

Wholesale Operations Manager: Ron Blum
Produce Merchandising Manager: Alex Runge

BUYING PROCEDURES: It is advisable that once you have presented your item(s) to Canada Safeway, that you also familiarize the Wholesale Operations Managers with your product.

MacDonalds Consolidated Ltd. not only operates as a wholesaler and distributor to Canada Safeway stores, but also as a supplier to independent retail and foodservice accounts throughout the province. If your product is listed with the division office, it is automatically available to independent accounts from MacDonalds Consolidated.

MAC'S CONVENIENCE STORES INC.

(Retail)

HEAD OFFICE:

10 Commander Boulevard
Scarborough, Ontario
M1S 3T2
(416) 291-4441

WESTERN REGION OFFICE:

#600, 10655 Southport Road S.E.
Calgary, Alberta
T2W 4Y1
(403) 278-9582
Vice President Operations: D. A. Cameron
Manager, Business Development: A. D. Sansotta

STORES:

Mac's operates 156 convenience stores in Alberta.

BUYING PROCEDURES:

Buying for the whole western region is centralized and authorized in the Calgary office. Mr. T. Clarmont is the contact to obtain listings. Wholesaling and distribution is provided by Core Mark Distributors Ltd.

MEDICINE HAT WHOLESALE FOODS LTD.

(Wholesaler/Distributor)

HEAD OFFICE: 851 Industrial Avenue S.E.
Medicine Hat, Alberta
T1A 3L7
(403) 527-4481

MANAGEMENT: Manager: Harry Mitzner
Grocery Buyer: Harvie Getz

BUYING PROCEDURES: Contact either H. Mitzner or H. Getz for a listing with this company which services both retail and foodservice customers in the Medicine Hat and Brooks area.

THE MERCO WHOLESALE LIMITED

(Wholesaler/Distributor)

HEAD OFFICE:

11620 - 120 Street
Edmonton, Alberta
T5G 2Y2
(403) 454-8641

MANAGEMENT:

President: G. J. MacDonald
Vice President: S. Pichonsky
General Manager: J. Belland
Assistant Manager: J. Selski
Manager Retail Operations: L. Rurka
Produce Manager: E. Mazur
Buyers: Lydia MacKnee, Marge McRae

GROUPS OPERATED:

Big M	25
M-A	15
Associated	100

The 100 associated stores are smaller grocery and general stores supplied by the company. The company provides preprinted order forms, flyers, retail bulletins, weekly specials, advertising, signs and store planning.

BUYING PROCEDURES: For new product presentations, contact the buyers.

NORTHVAL DISTRIBUTORS LTD.

(Wholesaler/Distributor - Foodservice)

HEAD OFFICE: 309 MacDonald Crescent
Fort McMurray. Alberta
T9H 4B7
(403)743-0157

MANAGEMENT: Manager: Harold Bishop

SERVICES: Northvall distributes to foodservice accounts in Fort McMurray and to some camps. Packaged and frozen products only are carried.

OVERWAITEA FOODS

HEAD OFFICE:
P.O. Box 7200
Vancouver, British Columbia
V6B 4E4
19890 - 92A Avenue
R. R. #5
Langley, British Columbia
V3A 4P8

SENIOR MANAGEMENT: President: Doug Townsend
Executive Vice-Presidents:
Merchandising: Brian Piwek
Operations: Gary Heppell
Finance: Peter Roberts

Vice-President, Grocery Merchandising: Dave Horrey
Vice-President, Meat Operations: Russ Haddad
Vice-President, Bakery Operations: Slim Neufeldt
Vice-President, Produce Operations: Bob McKilligan
Vice-President, Marketing: Ron Olmstead
Director of Communications: Peter Walton
Manager of Environmental Concerns: Dennis Kinsey

O.W.T. District Manager: Garry Yorga
O.W.T. District Manager: Lyall Fraser
O.W.T. District Manager: Dave Walker
O.W.T. District Manager: Art Heppner
S.O.F. District Manager: Wayne Kilback
S.O.F. District Manager: Larry Thorlakson
S.O.F. District Manager: Rudi Landsfried

EDMONTON DIVISION: 10221 Mayfield Road N.W.
Centennial Mall
Edmonton, Alberta
District Manager: Eric Ottahal
Store Manager: Kevin Waites

BUYING PROCEDURES: For listings of new items, etc.
Contact: Ed Perrett
c/o 7100 - 44 Street S.E.
P.O. Box 1770, Station "T"
Calgary, Alberta
T2H 1X2

THE REAL CANADIAN SUPERSTORE
(Retail)

(Division of Westfair Foods Ltd., Winnipeg, Manitoba; Westfair Foods Ltd. is a division of Kelly Douglas & Co. Ltd., Vancouver)

HEAD OFFICE:

3225 - 12 Street N.E.
Box 300, Station M
Calgary, Alberta
T2P 2H9
(403) 291-7700
FAX 291-7899

MANAGEMENT:

Vice President, Westfair Foods Ltd. and Division Manager, Superstores Operations: Tom Fraser
Grocery Merchandiser, Division Manager: Dallas Thorsteinson
General Merchandise Manager: Gord Draho
Meat Division Manager: Jeff McMullen
Deli Division Manager: Lore Beinke
Produce Division Manager: Russ Petrie
Bakery Division Manager: Linda Stilwell
Fish Division Manager: Terry Oakey

STORES:

There are three Real Canadian Superstores located in Edmonton, and two in Calgary.

BUYING PROCEDURES:

Western Grocers Ltd., Edmonton, provides warehousing and distribution services, only, for the Real Canadian Superstores.

SCOTT NATIONAL LTD.

(Wholesaler/Distributor - Mainly Foodservice)

HEAD OFFICE:

1200, 10201 Southport Road S.W.
Calgary, Alberta
T2W 4X9
(403) 258-0458
FAX 259-5420

MANAGEMENT:

President, General Manager: Ron Faithfull
Vice President, Sales and Marketing Produce: Jim Lloyd
Vice President, Sales and Marketing Foodservice: Brian Mann
Director Foodservice Marketing and National Accounts: Jack Reed
Director, Foodservice Purchasing: Box Coxford

SERVICES:

Scott National wholesales and distributes fresh produce, foodservice, groceries, frozen foods, meat and seafoods, non-food products (paper) and beverages, through 13 branches.

Over 60 per cent of the company's business is related to the foodservice market with the retail emphasis being almost exclusively produce.

BUYING PROCEDURES:

For foodservice, 90 per cent of the buying is co-ordinated through head office. For new product presentations, contact B. Coxford. A committee makes the final buying decision and it consists of J. Reed, Bob Coxford, and Elgin Hanes, Meat and Seafood Marketing Supervisor.

Scott National prefers that a manufacturer be able to supply all 13 branches and will not handle a product if it is sold directly.

After your product is listed, you should establish contact with branch level buyers and work closely with the local salesmen.

Scott National sends out 6,000 copies of "Foodservice World" to its customers on a monthly basis. Specials and new products are featured.

For fresh fruit and vegetable listings, contact Jim Lloyd.

7-ELEVEN STORES

(Retail)

HEAD OFFICE:

3185 Willingdon Green
Burnaby, B.C.
V5G 4P3
(604) 299-0711

MANAGEMENT:

(In Vancouver)
Division Manager: F. Farr
Marketing Manager: Steve McIntyre
Senior Buyers: G. Blom

ALBERTA REGION:

7-Eleven operates 140 convenience stores throughout Alberta.

Central Alberta District:
(Red Deer North)
Marketing Manager: Mr. Dale Shaw
3823 - 98 Street
Edmonton, Alberta
T6E 5N5
(403) 461-0711

Stores: 69

Southern Alberta District:
Market Manager: Mr. Mike Sugden
Suite 160, 200 River Crest Drive S.E.
Calgary, Alberta
T2C 2X5
(403) 236-3711

Stores: 71

Calgary Division Office:
Division Manager: Ms. Krista Fuller
Marketing Manager: Mr. Tim Rhodes
Senior Buyer: Mr. Corbin Mitchell
Suite 201, 200 River Crest Drive S.E.
Calgary, Alberta
(403) 279-0711

BUYING PROCEDURES:

The local market contacts (T. Rhodes or Corbin Mitchell) are responsible for initial screening of all product presentations.

Wholesaling and distribution for 7-Eleven stores in Alberta is handled by Wallace & Carey Ltd.

NOTE: All 7-Eleven stores in Canada are owned by Southland Canada and, therefore, do not franchise.

ALBERTA BRANCH OFFICES:

Calgary
1110 - 58 Avenue S.E.
T2H 2C9
P.O. Box 5200
Station "A"
T2H 2C4
(403) 258-8400
FAX: 253-3136 or 253-4744
Manager: Al Seeley
Foodservice Sales Manager: Rick McIver
Buyer, Grocery: Allan Auger
Buyer, Frozen Foods: Don Cowie
Warehouse Superintendent: Paul Lovegrove

Edmonton
14215 - 125 Avenue
P.O. Box 217
T5J 2J1
(403) 451-3550 FAX: 451-4092
Manager: Marvin Fiissel
Foodservice Sales Manager: Stewart Allison
Produce Buyer: Keith Bell
Grocery Buyer: Dawn Hogg
Warehouse Manager: Norm Lee

Grande Prairie
9145 Park Road
T8V 3R5
P.O. Box 1040
(403) 539-7850 FAX: 538-1852
Manager: Jerry Wulff
Buyer: Darrel Appleton

Medicine Hat
523C North Railway Street S.E.
T1A 2Z4
P.O. Box 488
T1A 7G2
(403) 527-1161 FAX: 527-4331
Manager: Barnie Unrau

Peace River
8008 - 102 Avenue
P.O. Box 336
T0H 2X0
(403) 624-2515 FAX: 624-1165
Manager: Ed Croken
Buyer: Jim Hackett

Red Deer
7459 - 49 Avenue
P.O. Box 370
T4N 5E9
(403) 346-2068 FAX: 341-4790
Manager: Scott Robison
Foodservice Co-ordinator and Buyer:
Gary Smith

SIMON & REIMANN FOOD DISTRIBUTORS LTD.

(Wholesaler/Distributor - Foodservice)

EDMONTON OFFICE: 15911 - 132 Avenue
T5V 1H8
(403) 447-2111 FAX: 447-1827
Manager: Wilf Wiebe
Assistant Manager: John Younger
Salesman: Carl Wettlaufer

BUYING PROCEDURES: Contact W. Wiebe if you are interested in using this company's foodservice wholesale and distribution services.

WALLACE & CAREY LTD.

(Wholesaler/Distributor)

CALGARY BRANCH:

5445 - 8 Street N.E.
(403) 275-7360

Mailing Address:
Postal Bag 3959, Station B
Calgary, Alberta
T2M 4M5
Warehouse Manager: John Delaney

EDMONTON BRANCH:

11309 - 116A Street
T5M 3W4
(403) ???-1507
Warehouse Manager: Mike Lefaivre

MANAGEMENT:

President: Frank Carey
Vice President: Buzz Cavanaugh
General Manager: Jim Burke
Warehouse and Distribution Manager: Dallas Price

BUYERS:

Tobacco Buyer: Vicky Stewart
Confectionery Buyer: Dave Roberts
Sundry Buyer: Aki Sato
Grocery Buyer: Debbie Chovancak
Sundry, Paper Products Health & Beauty Aids Buyer: Jean Elliott

OPERATION:

Wallace & Carey Ltd. is an Independent Wholesale and Distribution Company. They carry Tobacco, Confectionery, Groceries, Health and Beauty Aids, Sundries, In-store supplies, Film and Batteries, Frozen Foods and Produce. They have been located in Alberta since 1921 and service all areas of Alberta.

BUYING PROCEDURES:

Please contact either the Edmonton branch or the Calgary branch with any inquiries regarding setting up an account.

WESTFAIR FOODS LTD.

(wholesaler/distributor/retailer)

(Subsidiary of Kelly, Douglas and Company Ltd.)

HEAD OFFICE:

3225 - 12 Street N.E.
P.O. Box 300, Station "M"
Calgary, Alberta
T2P 2H9
(403) 291-7700

MAJOR OPERATING DIVISIONS:

Western Grocers, Sunspun, Display Fixtures, Shelly/Western Retail - Operates stores under the name of Econo-Mart, O.K. Economy, Shop-Easy, Loblaws, The Real Canadian Superstore.

DIRECTORS:

M. D. Booty K. W. Campbell C. M. Humphrys R. J. Addington W. C. Gardner

OFFICERS:

Chairman and President: R. J. Addington
Assistant Secretary: T. E. Marostica, C.A.
Vice-President, Finance and Secretary: D. G. King, C.A.
Vice-President: A. Smith
Vice-President: T. G. Fraser
Vice-President, Wholesale: C. J. Sorenson
Vice-President: F. J. Freeman

NO. OF EMPLOYEES:

7,006 (as of January 2, 1988)

WHOLESALE OPERATIONS:

	Branches	Cash & Carry
Western Grocers	11	9
Shelly Western	3	1
Sunspun Food Services	5	

STORES:

O.K. Economy	29
Econo-Mart	7
Shop-Easy	2
Super Store	11
Extra Foods	1

WOODWARD STORES LIMITED

HEAD OFFICE:

101 West Hastings Street
Vancouver. B.C.
V6B 1H4
Phone: (604) 684-5231

DEVELOPMENTS:

As of May 25. 1987. Food Department ownership and operation has been transferred as follows:

West Edmonton Mall and one B.C. store closed. H. Y. Louie took control of an additional B.C. outlet. Remainder of stores. with the exception of Downtown Vancouver store. have been transferred to Woodward Stores (1987) Ltd.. a Subsidiary company of Canada Safeway.

WOODWARD STORES (1987) LTD.

HEAD OFFICE:

840 Canby Street
Vancouver. B.C.
V6B 4J2
Phone: (604) 643-6250

EXECUTIVE:

President: Richard H. Parkyn

MANAGEMENT:

Advertising/Grocery Merchandising Manager: George Blackstock
Producer Merchandising Manager: Frank Coraugga
Meat Merchandising Manager: Gordon Schwan
Personnel Manager: Scott Coburn Retail Operation Manager: Dennis Rancier

STORES:

23 in total; 14 in B.C.. 9 in Alberta

BUYING GROUPS

Interprovincial buying groups exist throughout the food trade, as they do for many manufactured products. A summary of the current food buying group affiliations within the Alberta marketplace follows.

DESCRIPTION:

Buying groups include any organization that purchases for a group of businesses. They may do this by placing orders, taking delivery and performing other services for their members. They may be a collection office which buys for the purpose of maximizing volume rebates. Some buying groups may also act as managers for the members' purchases of private label brand and generic products.

FOOD BUYING GROUP INVOLVEMENT IN ALBERTA

FOODWIDE OF CANADA LTD.

- Loblaws Companies Ltd. and Provigo Inc.
  In Alberta: Sunspun Foodservices Ltd.
  Western Grocers Ltd.

IGA/SAFEWAY

- IGA and Canada Safeway Ltd.
  In Alberta: Pitfield Foods Ltd.
  Canada Safeway Ltd.

FEDERATED FOODS LTD.

- There are 17 foodservice distributor members across Canada.
- In Alberta: Scott National
- Federated Foods also handles the Sunshine private label program.

OTHER DISTRIBUTORS

Alberta Cold Storage
9002 - 20 Street
Edmonton, Alberta
T6P 1K8
(403) 464-1770

Aspen Enterprises Inc.
3839 Ogden Road S.E.
Calgary, Alberta
T2H 2K7
(403) 253-1505

Best Way Distributors
Alberta Ltd.
500 Gillian Crescent
St. Albert, Alberta
T8N 0W1
(403) 458-8150

* Bow River Foods (1978) Ltd.
#5, 6303 Burbank Road S.E.
Calgary, Alberta
T2H 2E7
(403) 253-8423

Bowes Co. Ltd.
7310 - 5 Street S.E.
Calgary, Alberta
T2H 2L9
(403) ?

* Centennial Foodservice
4043 Brandon Street S.E.
Calgary, Alberta
T2G 4A7
(403) 287-2525

* Centennial Foodservice
8404 Davies Road
Edmonton, Alberta
T6E 4Y5
(403) 465-9991

Costco Wholesale Ltd.
6880 - 111 Street S.E.
Calgary, Alberta
T2H 2T9

Daytimer Distribution Ltd.
#11, 6325 - 11 Street S.E.
Calgary, Alberta
T2H 2L6

Delico Corporation
2421D Centre Avenue S.E.
Calgary, Alberta
T2E 0A9
(403) 248-1840

* Francis Food Distributors Ltd.
#13, 6143 Fourth Street S.E.
Calgary, Alberta
T2H 2H9
(403) 255-0320

Glazer International Inc.
615 - 71 Avenue S.E.
Calgary, Alberta
T2H 0S7
(403) 253-6880

HPI Beverages Ltd.
8025 - 127 Avenue
Edmonton, Alberta
T5C 1R9
(403) 478-3416

Hudson's Bay Wholesale Ltd.
3743 - 64 Avenue N.E.
Calgary, Alberta
T2C 2V5
(403) 452-1670

Hudson's Bay Wholesale Ltd.
6143 - 48 Avenue
Red Deer, Alberta
T4N 2R2
(403) 346-7725

Hudson's Bay Wholesale Ltd.
803 - 30 Street P.O.
Box 1015
Lethbridge, Alberta
T1H 3Z2
(403) 328-8801

Hudson's Bay Wholesale Ltd.
1047 Brier Park Way
P.O. Box 127
Medicine Hat, Alberta
T1A 7E8

Lakeside Centennial Corporation
#200, 1209 - 59 Avenue S.E.
Calgary, Alberta
T2H 2P6
(403) 259-3535

* Medicine Hat Wholesale
851 Industrial Avenue S.E.
P.O. Box 1406
Medicine Hat, Alberta
T1A 7N3
(403) 527-4481

Northdale Enterprises Ltd.
#7, 7408 - 40 Street S.E.
Calgary, Alberta
T2C 1L6
(403) 236-0190

* Foodservice Distributors

* Sapco Foods Ltd.
4140 - 78 Avenue
Edmonton, Alberta
T6B 3M8
(403) 468-5811

Source Distribution Services
7248 Range Drive S.W.
Calgary, Alberta
T3G 1P7
(403) 239-1322

Trans Canada Freezers Ltd.
4039 Brandon Street S.E.
Calgary, Alberta
T2G 4A7
(403) 243-2494

* Top Quality Food Services Ltd.
903 Robert Road N.E.
Calgary, Alberta
T2E 5N1
(403) 276-1348

Marketing FOOD in Alberta

Alberta
AGRICULTURE

LISTINGS

How to Obtain and Maintain Them

In terms of actual sales, one of the most important moves for a food processor is to secure a place on a wholesale/retail buyer's product listing. Often, the listing of any organization is its key reference when ordering stock. Therefore, without obtaining a listing, unless the organization deals in direct sales, a processor may have a limited chance of receiving orders.

Obtaining a listing, although a necessary step for any food manufacturer, is not a simple process. The last few years have seen retailers and distributors become overwhelmed with new product presentations at a time when their listings already stand at maximum capacity. Because of this, obtaining a listing more often than not entails bumping another product off the list and taking its place. To do this a manufacturer must convince the retailer/distributor of his product's uniqueness through careful, deliberate consideration and detailed explanation of the following:

- the product itself - does it truly deliver a unique benefit to the marketplace?
- its planned positioning in the marketplace
- the size and growth pattern of the market or category
- its recommended shelf placement for retail and type of operation (for example: fast food or hospital for foodservice)
- its recommended selling price
- its packaging
- the amount of co-operative advertising and incentive plans including introductory allowances, payment terms and volume allowance programs needed to gain listings
- the type and amount of consumer and trade advertising
- the type and amount of consumer promotion
- the type of "on the street" sales support to be provided.

FOODSERVICE REQUIREMENTS

As identified by sources in the foodservice field

- Case Markings - all necessary information normally included on the exterior of the case should be visible on all four sides of the case.
- Recommended serving size
- Number of servings per case
- Yield of contents (i.e. powder to liquid)
- Count per can/jar (i.e. olives, pickles, etc.)

- Recommended usages
- New applications (of this product compared to old similar products)
- Best before date
- Certification of insurance - product liability insurance
- Has product been federally inspected? If yes, give inspection number
- For advertising, distributor needs ad mats of camera quality
- Sampling policies - through broker or direct and amount
- Return goods policy - best if sold on a guaranteed sale bases as this reduces the risk to the distributor. Manufacturer should, however, insist on time limit to reduce his own risk.
- If product sold to both retail and foodservice sectors, conditions should be equal (i.e. no lesser prices for retailers on same goods sold to foodservice at higher prices)
- Manufacturer's marketing programs for foodservice and retail should also be of the same calibre.
- As foodservice marketing involves sales on a sight-unseen basis, manufacturers should provide distributor with product information sheets that the operators can use toward sales.
- Manufacturers should provide ongoing input to distributor's sales personnel to keep sales ideas fresh and on track.

THE PRODUCT

Before launching a new product, successful manufacturers will consult key buyers in the industry for valuable input regarding initial planning stages. Years of experience in buying and merchandising a product category gives buyers a strong sense of what will and will not work. Buyers can transfer this knowledge to manufacturers, along with recommendations on retail shelf placement, package dimensions, shipper case packs and potential size and growth pattern of the market.

Obtaining the above type of information from buyers can be extremely advantageous considering the competitive nature of the food business, especially in the area of new products. Statistics show that only one-quarter of all new products actually make it through product introductions and only one out of 25 is still on the shelf one year later.

COST OF MARKETING

A manufacturer must be prepared to pre-spend. He must be prepared to invest in the marketplace and budget all costs. Go to the buyer and say "regardless of sales, we're prepared to ..." and outline a sound merchandising program.

Although no hard and fast rules apply to product pricing, the following is a general guideline that has been recommended by fellow processors:

DELIVERED PRODUCT PRICE

+	5%	co-operative advertising
+	2%	cash discounts
+	10%	deals
+	5%	broker fees
+	10%	consumer promotions, demos, coupons
+	3%	target value
+	1-5%	volume rebate
	36-41%	

WHOLESALE PRICE = PRODUCT PRICE + 36-41%

The suggested retail price will equal the wholesale price plus a retail mark up of about 18-32 per cent (usually).

The marketing costs as outlined are real costs and must be budgeted.

PRICE LISTS

Separate price lists should be prepared depending on the type of distribution. These lists are often referred to as distribution allowances and should state the minimum shipments necessary to qualify.

1. FOB Wholesale Distributor Warehouse Allowance

2. Corporate and Independent Drop-Ship Allowance - when listings are difficult to obtain, drop shipping provides the following advantages:

   a) allows for direct shipment to the independent stores with invoicing being handled by wholesaler

   b) the wholesaler may guarantee the account

   c) shows the wholesaler that your product does sell thereby justifying a listing through the warehouse.

   When dealing with corporate chain stores, permission must be granted to distribute to their stores on a direct basis.

   Prices should be higher on drop-shipments than to the wholesaler to help cover the extra distribution costs and to ensure that retailers will be able to buy at prices through their warehouses which are at least competitive with the price they paid for drop-shipments (for example: seven to eight per cent higher).

3. FOB Plant Pick Up - this price must be carefully calculated so that enough of the saving on distribution is passed on to the wholesaler for him to pay the shipping charges from your plant to his warehouse.

CASE SIZES OR PACKS

Case "turns" and the size of the master cartons are extremely important to both you and the buyer. When a buyer checks the results on velocity reports, he often looks only at the number of turns, not at the case size. In other words, it may be advantageous to package 12 units per case as opposed to 20. The buyer perceives increased turns to equate to increased sales volumes.

PRODUCT PACKAGING

First impressions are critically important. Considerable attention and adequate financial commitment must be paid to packaging. PACKAGING IS A BRAND'S INSTANT IMAGE.

UNIVERSAL PRODUCT CODE (UPC)

The Universal Product Code is an eleven digit number that identifies the consumer package and/or the shipping container. Of the eleven digits, the first five denote the manufacturer, and the remaining identify the product. The code helps producers and retailers keep track of inventories and computer pricing.

Most retailers require that any product they carry have a UPC symbol. For further information, contact:

Universal Product Code (UPC)
Grocery Product Manufacturers of Canada
1185 Eglinton Avenue East
Don Mills, Ontario
M3C 3C6
Telephone: (416) 429-444

CO-OPERATIVE ADVERTISING AND DEAL ALLOWANCES

Generally, a manufacturer accrues two to five per cent of invoice value to be used toward co-operative advertising. However, every product category is different and it is critical for you to determine where your product fits versus the competition. For example, co-operative advertising on cheese may equal 1.5 per cent while on honey, 15 per cent may be accrued. This value is put towards the purchase of newspaper ads in conjunction with the retailer. As a manufacturer, you "purchase" a package promotion at least three to a maximum of six times per year. These ads are usually booked in November for the following year. Be sure to stipulate that the feature price will be set six weeks prior to the date of the promotion. On average, consider a 10 per cent price reduction in the form of an off invoice case allowance timed in conjunction with the co-operative advertising feature. Also, consider the number of buy-ins per promotion, possibly one or two. As this benefit should be passed on to consumers, it most likely will increase sales. In your overall projections, anticipate that 50-65 per cent of total purchases will be bought when the item is dealt. Therefore, deals will cost five to six per cent throughout the year or possibly more.

INCENTIVE PLANS

Perhaps the most effective method by which to outline incentive plans is in the form of a product knowledge binder or folder. It could contain information on the following:

INTRODUCTORY DEAL ALLOWANCE

for example: in the form of a case allowance for a period of 60 days after obtaining a listing under/or on the initial one or two orders, or one case free for each store for each flavour or size ordered.

VOLUME INCENTIVE PLAN

The purpose of this plan is to encourage the buyer to purchase a greater percentage of the total product category from you. These allowances are usually paid quarterly.

TRUCKLOAD PRICE
(40,000 LB TRUCK)

for example: less 2% off invoice or $.5 t($1.00 a case

CASH DISCOUNTS

for example: 2%, 15 net 30

for example: 2%, 10 days net 30
2% charged on overdue accounts

CONSUMER PROMOTIONS

One of the underlying objectives of marketing plans for many new products is to build a consumer franchise for the product or brand. Another is to develop a significant core group of loyal and heavy brand users. To achieve this goal, a large number of consumers have to be encouraged to make that important first purchase and try the products. It is in this area that couponing and sampling are most effective, either used separately, or in combination.

IN-STORE SAMPLING (Retail)

While this kind of activity, being labor intensive, has a high up-front cost, the leverage—the flush through of a lot of product —can do wonders in getting a new product off to a strong start.

Five to 10 or more times normal weekly sales can be generated in one day by in-store sampling, at regular retail price. Therefore, in conjunction with a price feature or a coupon, additional product can be moved.

When a coupon is given, 25 per cent immediate, 40 per cent ultimate redemption can be expected for an in-store effort.

Generally speaking, the closer you get to the point of sale, the greater the impact.

COUPON VALUE (Retail)

The values recommended for introducing a product are usually higher than those needed for product franchise maintenance among existing products.

For new products, values such as 25, 40 and 50 cents are recommended.

One guideline for new product couponing is to double the percentage discount normally allowed for a coupon on an already established product.

Since more than one-half of all coupons give discounts ranging between eight and 15 per cent of the average product shelf purchase price, a reasonable range for product introductions might be between 15 and 30 per cent, particularly if the coupon is not accompanied by a sample.

This guideline should be used with some discretion, however, since for most consumer packaged goods sold in supermarkets, coupon values above 50¢ may not be cost effective.

Other suggestions include:

- use standard values which are multiples of the number five
- do not ask for multiple purchases with an introductory coupon
- for most products, free coupons do not attract a sufficiently high response rate to be cost effective. A small sample and lower value coupon may work better.

N.B. Coupon offers to foodservice operators are becoming increasingly popular.

IN CONCLUSION

This section will assist you to be well prepared for the actual product presentation to the retail or foodservice trade. Be ready for the following types of questions.

- describe your product – how is it superior? What is its competitive edge? Who is the competition? Does it deliver product quality? What is its value; what is the suggested retail price?
- will it be handled by a broker?
- how are you going to create consumer demand?
- how much and what kind of introductory advertising will there be?
- are there promotional funds available? In sufficiently quantity?
- where should the product be positioned?
- what are the minimum and maximum shipment quantities?
- did you conduct a test market? What were the results?
- what is the product return policy?

NEW PRODUCT PRESENTATION FORMS

The following outlines key information requested on most New Product/item Presentation forms:

VENDOR INFORMATION:

Name, phone number, contact, mailing address, broker information, Phone number, Contact

PACKING INFORMATION:

Master case count, Inner pack count, height weight or size
Brand name and description of product(s), vendor product code

Vendor case weight, vendor case cube, vendor PP, Vendor SC
Vendor list cost per CS/lb, Freight charge - CWT/c
Freight allowance - CWT/CS, Vendor Pallet Pattern

GENERAL INFORMATION:

for new vendors only

Cash Terms _____ % _____ days
Swell Allowance _____ %
Trade Discount _____
Quantity Discount? If yes, give Quantity breakpoints
Minimum and Maximum order quantities
Order in units of _____ case, lbs, cubic ft, or Pallets.
Shipped via truck, rail or buyers truck

IF BUYERS TRUCK:

Pick up address _____
Price protection terms? _____ Yes _____ No
Stores stocks _____ Warehouse _____ Invoice _____
Pick up allowance $_____ Per CWT minimum quantity _____
Shipping Terms:
(a) FOB Origin-Freight Collect - original COL
(b) FOB Origin-Freight Prepaid - Origin PPD
(c) FOB Origin-Prepaid-Chargeback - Origin - PPD-CHG
(d) FOB Destination - Freight Collect - Dest COL
(e) FOB Destination - Freight Prepaid - Dest. PPD
(f) FOB Destination - Collect/Allowed - Dest. COL-ALW
Shipping Point Delivery lead time ____ days (include P.O. Mail Time)
Pallet/Slip Sheet Information
(a) Merchandise shipped on slip sheets
(b) Merchandise shipped on 4 way GMA Pallets
(c) Pallet exchange is available

VENDOR POLICY AND TERMS OF SALE:

- Spoilage/damaged Merchandise:
  _____ Retail Shelf/Floor Stock _____ Warehouse
- Method of Payment:
  _____ Bill Back _____ Credit Memo _____ Product Exchange
- Dated Merchandise: _____ Yes _____ No
  If yes, indicate product shelf life in # of days.
- As a manufacturer, do you have a continuing commodity guarantee on file with the buyer?
- Does your product have a written warranty? If yes, please attach a copy of the warranty.
- Sale Guarantee – Do you agree to purchase at our net cost all unsold merchandise from our opening order? If yes, attach copy of Guarantee.
- Please include two copies of Trade Allowance Offers.

- Is this new item offer made to all customers on an equal and proportional basis? If no, please provide buyer with written explanation.

CONSUMER-SELLER OFFERS:
(New and Existing Vendors)

1. Are in-store or instant coupons available for product(s) presented?
2. Are mail-in consumer rebates available for product(s) presented?
3. Are trial-size or cents-off/bonus pak deals available for product(s) presented?
4. Are slotting allowance available for product(s) presented?
5. Are premiums available for product(s) presented?
6. Are there additional AD/MDSG allowances available for product(s) presented?
7. Are extended dating terms offered for product(s) presented?
8. Is media support planned for product(s) presented?

Marketing FOOD in Alberta

Alberta
AGRICULTURE

BROKERS

One of the most important marketing decisions made by a food processor is that of selecting a broker. As such, it is a decision that deserves careful consideration and detailed field research.

Because all products and principals require varying types of services, it is most important to match a broker's talents with each principal's requirements on a market-by-market basis. The main purpose of the selection process, therefore, is to sort through brokers of all sizes and degrees of service and sophistication to find the one that best fits the processor's needs and wants in each market.

THE SELECTION PROCESS

"How to Select Food Brokers", published by the U.S. National Food Brokers Association, has proven to be a very useful tool for many Alberta food processors. It outlines and discusses the critical steps in the selection process including:

1. analyzing your needs in the market
2. analyzing your products from the broker's viewpoint
3. finding broker candidates
4. evaluating the final candidates
5. making your final decision
6. appointing your food broker

Some questions to consider asking at broker interviews are:

1. Identify the owners. Are there any immediate management plans or ownership changes expected, including mergers?
2. May I see a list of major principals? May I know which are your five largest retailer and/or foodservice accounts?
3. To whom would you assign our accounts, and what is his/her background? What accounts does he/she have now? What particular successes has he/she had in the last six months?
4. Please comment on any items in your present product line that would seem to (a) give you an advantage in handling our line; or (b) give you an experience base. Are there people in your organization familiar with our product category? If so, what is their experience?
5. What do your consider your best selling and merchandising performance in the last 12 months? Explain to the degree you feel appropriate to do so.

ALBERTA FOOD BROKERS

CALGARY

CFBA

F. Archibald Brokerage Ltd.
219, 415 Manitou Road S.E.
Calgary, Alberta
T2G 4C3
Art Jackson
Phone: (403) 287-3159

Bradley-Rudolph-Koskey Ltd.
1155 - G - 44 Avenue S.E.
Calgary, Alberta
T2G 4X4
Chairman: Howard
Phone: (403) 243-3075

Cascade Food Brokers Ltd.
#2, 5112 - 3rd Street S.E.
Box 4905, Station A
Calgary, Alberta
T2H 1Y4
David Sawatzky
Phone: (403) 255-0123
FAX (403) 255-7843

C.B. Powell Ltd.
415 Manitou Road S.E.
Calgary, Alberta
T2G 4C3
Manager: D. Raymond
Phone: (403) 243-3380

Chaloner Sales & Marketing
415 Manitou Road S.E.
Calgary, Alberta
T2G 4C3
Managers: Barry Chaloner
Kevin Chaloner
Phone: (403) 243-2157

Chaparral Food Brokerage Ltd.
#19, 4041 - 74 Avenue S.E.
Calgary, Alberta
T2C 2H9
Vice President: Bill Harvey
Phone: (403) 236-2727
FAX (403) 279-8386

Culinary Food Brokerage
O & S Ltd.
P.O. Box 5785, Station A
204, 6036 Third Street S.W.
Calgary, Alberta
T2H 1Y3
President: Otto Schwab
Phone: (403) 253-1062

Cyba Stevens Sales Inc.
#100, 3016 - 19 Street N.E.
Calgary, Alberta
T2E 6Y9
Boyd Stevens, Wayne Cyba
Phone: (403) 291-3288
FAX (403) 291-2277

W. H. Escott Co. Ltd.
P.O. Box 5902, Station A
Calgary, Alberta
T2H 1Y4
David Sawatzky
Phone: (403) 255-0123

Garrod Food Brokers Ltd.
Unit 6, 3700 - 78 Avenue S.E.
Calgary, Alberta
T2C 2L8
R. Foord, E. Chambers
Phone: (403) 236-2155

Glazer International Inc.
615 - 71 Avenue S.E.
Calgary, Alberta
T2H 0S7
President: Grant LaRocque
Phone: (403) 253-6880

Hymas Importer & Brokerage
#8, 4429 - 6th Street N.E.
Calgary, Alberta
T2E 3Z6
President: Fred Van Wellighen
Phone: (403) 276-7260

International Pacific Sales Ltd.
5112 - Third Street S.E.
Calgary, Alberta
T2H 1Y5
Gary Thiesson
Phone: (403) 259-4477

Preisco Foods Ltd.
#202, 415 Manitou Road S.E.
Calgary, Alberta
T2G 4C3
Phone: (403) 287-3431
H. Matoga

Koffman Foods
#201, 2635 Portland Street N.E.
Calgary, Alberta
T2G 4M8
Paul Mitchell
Phone: (403) 233-0404

Lynn Brokerage Ltd.
2A, 2116 - 25 Avenue N.E.
Calgary, Alberta
T1Y 6C8
Fred Rescenski
Phone: (403) 250-1088

MacKelvie-McDonald Sales Inc.
#195, 200 Rivercrest Drive S.E.
Calgary, Alberta
T2C 2X5
Phone: (403) 236-8724

Marketwise Sales (Alberta) Ltd.
3839 Ogden Road S.E.
Calgary, Alberta
T2G 4N7
Manager: Doug Montminy
Phone: (403) 262-4050
FAX (403) 269-2114

McKay and Associates Ltd.
8247 - 7th Street S.W.
Calgary, Alberta
T2V 1G5
President: Don McKay
Phone: (403) 253-7979

MRB Sales Ltd. (Calgary)
1155F - 44 Avenue S.E.
Box 5098, Station A
Calgary, Alberta
T2H 1X1
Don Willcox
Phone: (403) 287-1505
FAX (403) 243-8535

Mustang Food Brokerage Ltd.
#204, 415 Manitou Road S.E.
Calgary, Alberta
T2G 4C2
President: Lynn Ward
Phone: (403) 243-2960
FAX (403) 287-1005

Northdale Enterprises Ltd.
#7, 7408 - 40 Street S.E.
Calgary, Alberta
T2C 116
Manager: D. Gould
Phone: (403) 236-0190
FAX (403) 236-4525

Perco Sales Inc.
#28, 2015 - 32 Avenue N.E.
South Airways Industrial Park
Calgary, Alberta
T2E 6Z3
Branch Manager: L. R. Vidler
Phone: (403) 250-7383
FAX (403) 250-1208

RBR Food Brokers Ltd.
808 Woodpark Way S.W.
Calgary, Alberta
T2W 2V8
General Manager: Ron Carrick
Phone: (403) 251-0755
FAX (403) 281-9210

Ramsey Brokerage Co. Ltd.
4441 - 76 Avenue S.E.
Postal Station T, Bag 1001
Calgary, Alberta
T2H 2J1
Manager: G. R. Edwards
Phone: (403) 279-1919
FAX (403) 279-7444

Seven Cities Sales & Assoc.
#1, 703 - 35 Street S.E.
Calgary, Alberta
T2C 1V3
N. Aebig, K. Van Veller, E. Lazorko
Phone: (403) 236-7609

Shirra Sales Alberta Ltd.
3815 - 16 Street S.E.
Calgary, Alberta
T2G 4W5
President: Hessel Kielstra
Manager: Carol Marmont
Phone: (403) 290-1838

Source Distribution Services
7248 Range Dr. N.W.
Calgary, Alberta
T3G 1P7
Phone: (403) 239-1322
Proprieter: John Fisher

Pan West Food Brokers
(formerly Stampede City)
1201 - 45 Avenue N.E.
Calgary, Alberta
T2H 0T3
Manager: Doug MacLean
Phone: (403) 250-3144

Tees & Persse Ltd.
#136, 1935 - 32 Avenue N.E.
Calgary, Alberta
T2E 7C8
Branch Manager: J. D. Mus
Phone: (403) 250-7252
FAX (403) 291-9797

Watts-Stevens Brokerage Ltd.
#11, 6325 - 11 Street S.E.
Calgary, Alberta
T2H 2L6
President: Gordon Stevens
Phone: (403) 255-6776
FAX (403) 252-0459

Westar Food Brokers Ltd.
3839 Ogden Road S.E.
Calgary, Alberta
T2G 4N7
President: James Forgo
Phone: (403) 264-8114
FAX (403) 269-2114

Westrade Sales Alberta Inc.
4441 - 76 Avenue S.E.
Calgary, Alberta
T2C 1G8
Manager: Jim Deines
Phone: (403) 279-0934
FAX (403) 438-3985

NON CFBA
Other Firms

Canam Marketing Ltd.
#106, 2723 - 37 Avenue N.E.
Calgary, Alberta
T1Y 5R8
Denise Lorette
Phone: (403) 250-9455

Holtzheuser Brothers Ltd.
1320 - 40 Avenue N.E.
Calgary, Alberta
T2E 6L1
Manager: Peter Van der Mey
Phone: (403) 250-1932

National Importers Ltd.
1700 Varsity Estates Drive N.W.
Calgary, Alberta
T3B 2W9
Sales Manager: Keith Hall
Phone: (403) 288-9290
FAX (403) 286-7995

Panwest Foods & Merchandise
1201D - 45 Avenue N.E.
Calgary, Alberta
T2X 2H6
Mike McFarland
Phone: (403) 250-3144
FAX (403) 250-7731

Raymond Powell Ltd.
415 Manitou Road S.E.
Calgary, Alberta
T2G 4C3
Dib Raymond
Phone: (403) 243-3380

Triple-C Imports Ltd.
#2, 3536 - 27 Street N.E.
Calgary, Alberta
T1Y 5E4
Manager: Jerry Borst
Phone: (403) 291-1105

United European Importers Ltd.
7008A - 5th Street S.E.
Calgary, Alberta
T2H 2G3
Phone: (403) 255-6629

EDMONTON

CFBA

F. Archibald Brokerage Ltd.
P.O. Box 429
Edmonton, Alberta
T5J 2K1
Terry Dennis
Phone: (403) 452-8425

Bradley-Rudolph-Koskey Inc.
10422 - 123 Street
Edmonton, Alberta
T5N 1N7
Gordon Landro, George Rudolph
Phone: (403) 488-8133
FAX (403) 423-2641

Cascade Food Brokers Ltd.
14415 - 128 Avenue
Edmonton, Alberta
T5L 3H3
Phone: (403) 455-1545

Chaparral Food Brokerage Ltd.
15619 - 112 Avenue
Edmonton, Alberta
T5M 2V8
President: Mike Salmon
Phone: (403) 451-4573
FAX (403) 454-1299

Cyba Stevens Sales Inc.
15102 - 128 Avenue
Edmonton, Alberta
T5V 1A8
Phone: (403) 447-1163
FAX (403) 447-1173

W. H. Escott Co. Ltd.
14415 - 128 Avenue
Edmonton, Alberta
T5L 3H3
Keith McPeak
Phone: (403) 451-2651

Garrod Food Brokers Ltd.
16524 - 111 Avenue
Edmonton, Alberta
T5M 3V8
Branch Manager: Tim Moore
Phone: (403) 486-4433
FAX (403) 486-0206

Hymas Imports & Brokerage
14304 - 128 Avenue
Edmonton, Alberta
T5L 3H5
Branch Manager: Kevin Dancey
Phone: (403) 447-1727

Klondike Food Brokers Ltd.
#213, 10301 - 109 Street
Edmonton, Alberta
T5J 1N4
President: Jacob Trach
Phone: (403) 423-5328
FAX (403) 423-5389

Lynn Brokerage Ltd.
16815 - 117 Avenue
Edmonton, Alberta
T5M 3V6
William Lynn, Wil Monchuk
Phone: (403) 454-5298

MRB Sales Ltd. (Edmonton)
12114A - 163 Street
Box 2026
Edmonton, Alberta
T5J 2P4
Wayne Moore, Blaine Munro
Phone: (403) 455-6602
FAX (403) 454-3828

MacKelvie McDonald Sales Inc.
9914 - 45 Avenue
Edmonton, Alberta
T6E 5J1
Jim MacKelvie, Scott McDonald,
Terry Rae
Phone: (403) 434-8724
FAX (403) 438-1361

Marketwise Sales (Alberta) Ltd.
12818 - 163 Street
Edmonton, Alberta
T5V 1K6
Dale Gaehring, Al Carlson,
Cheryl Foster
Phone: (403) 447-1625
FAX (403) 447-2421

McDonald Food Brokerage
14803 - 128 Avenue
Edmonton, Alberta
T5L 3H3
President: J. Scott McDonald
Phone: (403) 452-8030

Northdale Enterprises Ltd.
16627 - 116 Avenue
Edmonton, Alberta
T5M 3V1
Branch Manager: G. Wilson
Phone: (403) 451-0362
FAX (403) 454-2789

Perco Sales Inc.
4818 - 89 Street
Edmonton, Alberta
T6E 5K1
Branch Manager: G. R. Spitzig
Phone: (403) 468-6969
FAX (403) 468-6972

K. J. Preiswerck (Preisco Foods)
10920 - 178 Street
Edmonton, Alberta
T5S 1R7
Henry Matoga, Alberta Sales
Phone: (403) 486-2906

Ramsey Brokerage Co. Ltd.
11708 - 167 Street
Box 2026
Edmonton, Alberta
T5M 3Z2
President: J. C. Ramsey
Phone: (403) 452-3010
FAX (403) 454-4888

Seven Cities Sales & Assoc.
15921 - 121A Avenue
Edmonton, Alberta
T5B 1B1
Wayne
Phone: (403) 451-7770
FAX (403) 455-2886

Shirra Sales Alberta Ltd.
9503 - 42 Avenue
Edmonton, Alberta
T2E 5R2
Phone: (403) 468-3528
FAX (403) 450-3550

Tees & Persse Brokerage Ltd.
Box 2026, 11708 - 167 Street
Edmonton, Alberta
T5M 3Z2
Regional Manager: S. C. Hartt
Phone: (403) 486-1998
FAX (403) 489-7721

Westar Food Brokers Ltd.
14627 - 128 Avenue
Edmonton, Alberta
T5L 3H3
Vice President: Dorothy McDonald
Phone: (403) 454-5654
FAX (403) 451-3340

Westrade Sales Alberta Inc.
11708 - 167 Street
Edmonton, Alberta
T5M 3Z2
President: Ric Taylor
Phone: (403) 451-4212
FAX (403) 451-0509

NON-CFBA Other Firms

Canam Marketing Ltd.
7405 - 127 Avenue
Edmonton, Alberta
T5C 1R9
J. Gerling
Phone: (403) 433-9090

Hopkins Agencies Ltd.
Suite 201, 14920 Stony Plain Road
Edmonton, Alberta
T5P 3X8
R. Norman Hopkins
Phone: (403) 489-5010

Harry Lecky Sales
#6, 15132 Stony Plain Road
Edmonton, Alberta
T5P 3Y3
Harry Lecky
Phone: (403) 484-3581

Mass Marketing & Sales Ltd.
#211, 8631 - 109 Street
Edmonton, Alberta
T6G 1E8
Dave Massie, Lyle Massie
Phone: (403) 433-4300

Panwest Food & Merchandise
10920 - 178 Street
P.O. Box 2026
Edmonton, Alberta
T5J 2P4
Phone: (403) 484-1577
FAX (403) 484-1574

Stuart House Canada Ltd.
3512 - 111B Street
Edmonton, Alberta
T6J 1G8
F. Robillard
Phone: (403) 435-1001

West-Van (Edm.) Brokerage Ltd.
10020 - 178 Street
Box 2026
Edmonton, Alberta
T5S 1R7
Lloyd Westra, President
Phone: (403) 486-2936